92 - A BRIEF HISTORY OF BEACH VOLLEYBALL

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Origin

Beach volleyball came as a recreational option of the court volleyball. It was practiced in the beaches of Santa Monica, California, as a leisure activity in the 1920's. Considered a recreational game, however excellent for physical conditioning it was one of the favorite past-times of the North American soldier in the 1930's. In the 1960's beach volleyball was a true local mania. Along with surf, beach volleyball was part of a Californian life style associated to the beach, the sun and the new musical tendencies of the time. According to Elias, the appearance of the modern sport occurred due to its association to the western civilization process triggering a series of transformations in the costumes and habits of individuals (1994).

The first tournament with sponsors and a 1,500 dollar award was held in San Diego, in 1974. In 1980 there was the first national circuit of beach volleyball in the United States, with seven rounds and a 52,000 dollar award. In Brazil, particularly in Rio de Janeiro, the first amateur tournaments occurred in the 1950's in the beaches of Ipanema and Copacabana. Despite the amateur nature thereof they counted on the eventual newspaper coverage and sponsorship.

Nowadays, the city of Rio de Janeiro is currently considered "the cradle of the sport in Brazil" as it was the first city to host competitions of the new modality and the sole one in the Country where the world championship is held. Beach volleyball, played in the sand, requires an excellent physical condition. Therefore, for a long time it was only considered an adequate sport for men. Nevertheless, the first amateur female beach volleyball tournament in Rio de Janeiro occurred in 1962.

Development and Main Characteristics

In 1982, players who left court volleyball started forming groups which participated in informal beach volleyball tournaments in the sand of Copacabana and Ipanema beaches, which offered no money reward.

In 1984, court volleyball player Jacqueline decided to abandon the court volleyball to go to the sand. It would be thus inappropriate to prepare a beach volleyball history showing the evolution of the modality without mentioning the player. In summary, Jacqueline's action in the sand mixes with the evolution of beach volleyball in Brazil. In 1996, in Atlanta, Jacqueline and her partner, player Sandra, were awarded the golden medal in the first official participation of the sport in an Olympic Game; in 100 years of Olympic history those were the first Brazilian ladies to win the Olympic gold.

Significantly, in the court, Jackie was the pioneer when she demanded better training conditions, better salaries, percentage over the sponsorship placed on T-shirts and questioning the law forbidding the player to act in clubs outside Brazil.

We suppose the characteristics of beach volleyball, as the lifestyle, the freedom to play outdoors, the possibility of choosing with whom you are going to play with, the autonomy to establish your own training schedule, the possibility of choosing your coach and the high value of the awards, were factors that influenced Jacqueline's option for this type of sport. In her career, in beach volleyball in the United States, the athlete played along with Linda Chisholm, Patty Dodd, Karolyn Kirby and Angela Rock.

In 1986, in Rio de Janeiro, there was the first international beach volleyball exhibition tournament, with North American and Brazilian players, in which the following players took part: Jacqueline, Isabel, Vera Mossa and Regina Uchôa. Five thousand people watched the competition. From this event onwards, the FIVB (*Federação Internacional de Vôlei* International Volleyball Federation) noticed the power of the sport and the growing interest of the public and media, submitting the modality to its governance and holding the responsibility for the court and beach volleyball all over the world.

In 1987 there was the first beach volleyball championship in Ipanema, only with male players. In this same year, Jacqueline helped to found the first Female Beach Volleyball Association in the United States (WPVA).

From 1987 to 1990 the player was the leader in points and winner of several awards through the WPVA. In 1990 she held the first position in the world beach volleyball ranking in the United States. This same year, FIVB implemented the World Circuit Series, the World Male Beach Volleyball Circuit. In Brazil, the official female participation in the professional category only occurred in 1992 when the Banco do Brasil Circuit of Beach Volleyball organized 16 rounds, five of which for the female players. Isabel and Jacqueline were the winning duo.

In 1993, the president of the International Olympic Committee, the Spanish Juan Antonio Samaranch, followed the World Circuit round in Rio de Janeiro. The championship had an estimated audience of 140.000 persons, a decisive factor to include the modality in the Atlanta Olympic Games in 1996. The confirmation of beach volleyball as an official sport occurred on 21 September 1993.

In 1994 beach volleyball was included in the Goodwill Games, held in Russia and players Monica Rodrigues and Adriana Samuel won the silver medal. Still in 1994 the World Female Beach Volleyball Circuit was created.

In 1996 beach volleyball had its first experimental event as a sport in the Atlanta Olympic Games. The Brazilian flag dominated the podium. Golden medal to Jacqueline and Sandra Pires, silver medal to Mônica Rodrigues and Adriana Samuel. In November that same year, the International Olympic Committee confirmed beach volleyball as an Olympic sport. Jacqueline was considered the athlete of the year by the Brazilian Olympic Committee.

In the Sidney Olympic Games in 2000, the Brazilian beach volleyball players obtained two medals, a silver one with Shelda and Adriana Behar, and a bronze one, with Sandra Pires and Adriana Samuel.

In July 2003 Brazil was awarded a bronze medal in the Pan-American Games of San Domingo, with the duo Ana Richa and Larissa, second in the Brazilian ranking, who conquered the right to participate due to the desistance of the Adriana Behar and Shelda duo. These athletes opted to participate in a round of the World Circuit in Austria, a requirement for a place at the Olympic Games to be held in Athens in 2004. In October 2003 Brazil hosted the World Beach Volleyball Championship. The World Championship is a special tournament. It is the round of the World Circuit that generates more awards, in a total of 800,000 dollars, adding the male and female awards. In total there were 96 duos amongst men and women from 29 countries, disputing the competition in two categories. Apart from providing more points in the ranking than the open rounds, the two best duos in the Country would represent Brazil in the Athens Olympic Games. The winning duos were awarded 60.000 dollars and added 400 points in the world ranking.

According to a research carried out by the Datafolha Institute, volleyball is the second favorite national sport and the first favorite sport for women. Apart from, mobilizing on a major basis, a public between 10 to 25 year olds, volleyball has been growing more than football in Brazil.

The evolution of beach volleyball as a sport and the performance of the Brazilian players, seen as the best in the world can be noticed over the years.

It is worth stressing the singularity of beach volleyball as a recent sport. Its first official participation as an Olympic sport occurred in Atlanta, in 1996.

Despite its origin in the court volleyball, beach volleyball was developed with its own characteristics. Played in duos, with different rules and demands due to the place where it is exercised, beach volleyball was built after the basis of a modern sport. According to Marchi Júnior (2001), the point that identifies modern sports are the responses given to the necessities and characteristics of society of which they area part of. Therefore, modern sports can be considered a microcosm while reflecting the structures of modern society, the macrocosm. From this supposition we can consider that one of these necessities would be related

to the players' desire for greater independence and autonomy in the sports practice. This can be seen in the following specific characteristics of this modality:

In beach volleyball athletes form duos and split up according to their interests; there is neither a compulsory coach nor a team responsible for the physical preparation.

Players choose the coach, as well as the professionals who assist them in the physical and tactical preparation.

Training schedules are defined according to the availability of each player and it is possible for the duo to work the physical part separately, doing the tactical training together, or meeting only days before the games, as is the case of the duo Ana Richa and Larissa.

Players are not members of any club. It is through the identity they build as players that they enroll in competitions and look for sponsorship.

The fact that they have a history of good results in the court is a relevant datum when obtaining sponsorship. When they are playing, they represent themselves. There are no fans supporting a team, a club or a company; the fan attending the tournaments supports the player.

For all these reasons, beach volleyball is characterized as a sport that allows athlete to administrate his/her own career. The self-management capacity seems to be essential for a good performance in beach volleyball. The players administrate their careers as companies. They do not have contractual bonds as in the court volleyball. This thus presents a structure providing autonomy and independence to the players discussed in this research.

Bourdieu addresses a particular form of understanding modern sport: the manifestations that comprise the sport phenomenon occupy a space of social practices called field in which positions compatible with the social, economic or cultural assets of each components are assigned. Within such a space, there are means of dispute, fights and events searching for the hegemony of certain practices apart from the social differentiation of the persons involved, according to their symbolic power potential (1990).

Court volleyball, with its own characteristics, demand specific physical and performance qualities from athletes. A good court player will not necessarily have a good performance in the sand. It is relevant to stress the case of players who, in the court, while members of a team or national team, were brilliant, but who did not have a good performance at the beach. To illustrate our statement, we take as an example the case of the player Leila, who was invited on 9 September 2003 to the World Court Volleyball Cup in Japan. The player returned to court volleyball which provided her with good results. She took part in two Olympic Games, being awarded a bronze medal in Atlanta (1996) and Sidney (2000). At the end of 2001, after leading a beautiful campaign which led Flamengo to the Superliga title, the player decided to leave the courts to play at the beach. She formed a duo with Sandra Pires and afterwards with Mônica Rodrigues, without however, reaching the expected result. In an interview to TV program “Globo Esporte” on 10 September 2003, she stated in tear: “Despite all my efforts, I am unhappy because I did not manage to enjoy at the sand the victories I experienced at the court.”

In an article published in newspaper *O Globo* on 11 September 2003, the player stated:

Technically there was a considerable increase in terms of quality. Before the beach, I did not know how to pass on, I had to learn that. My service was basic, at the floor. I also improved my tactic view. At the court you more or less depend on the instructions of the coach. At the court you rationalize, you always think in the game. I think I acquired emotional consistency because you cannot be substituted. If you are bad in a match you have to reach the end.

We also notice that players who, as a group, were not highlighted, when playing at the sand became brilliant, as is the case of player Sandra Pires. There is currently the Brazilian sub. 18 and sub.21 championships formed by players starting their careers straight in beach volleyball. Therefore we can state it is inconsistent the argument used by some characterizing beach volleyball as a space aimed at court volleyball players at the end of their careers. It actually seems that beach volleyball and court volleyball are different sports. We suppose that it is through experience, of success or of a bad performance that the player identifies him/herself with the modality. Not only the court but also the beach is favorable space for athletes to discover their potential.

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In the analysis of modern sport and its speculative process considering the set of practices and the sport consumption offered to the social agents as an offer aimed at supplying a certain social demand -, Bourdieu (1983) questions how one turns effective the demand for certain “sport products”; why do people acquire greater “taste” for a specific sport in detriment of another whether regarding the practice or in its manifestation as a spectacle ; and in compliance with such principles the agents opt between the different practices and consumptions offered thereto.

The Brazil Volleyball Project began in 1991, when Banco do Brasil started sponsoring all the teams male and female, in the adult, juvenile and child-juvenile categories. In beach volleyball, the Bank organizes the Banco do Brasil Circuit of Beach Volleyball (16 rounds in the main Brazilian capitals involving qualification and main tournament).

This investment in volleyball contributed to renew and propagate the Banco do Brasil brand, getting the company closer to younger audience. CBV President, Ary Graça, registers that the company implemented a modern and professional structure for the Brazilian volleyball. Its action is developed under a partnership with the Brazilian sport and not according to a traditional sponsorship model.

The fact is that the sport modalities that receive incentives from Banco do Brasil had an outstanding performance. From the eleventh position in the ranking around mid 1970's , volley had a technical improvement and is nowadays amongst the main teams in the world. For Ary Graça, the project found full receptivity in the sport marketing strategy of Banco do Brasil.

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A BRIEF HISTORY OF BEACH VOLLEYBALL

SUMMARY

The focus of this study was to trace the path of beach volleyball, from the recreational version of the court volleyball in the United States up to the inclusion of the modality as an official sport in the Olympic Games. In the description of the evolution of the sport we prioritized: the sports events and their repercussion in the media; the athletes who, through their careers, promote the popularization of the sport and the investment the modality received for its configuration, as a practice associated to young audiences. Within such a context we used Bourdieu (1990) as a theoretical reference, as Bourdieu provides a particular form of understanding modern sport, the manifestations which comprise the sports phenomenon and occupy a space of social practices called field and Elias(1994), who considers the appearance of the modern sport associated to the western civilization process, triggering a series of transformations in costumes and habits of individuals. Therefore we consider that modern sports can be perceived as microcosms while reflecting the structures of modern society of the macrocosms. Despite its origin from the court volleyball, beach volleyball was developed with its own characteristics. Played by a duo, with rules and different physical requirements due to the place where it is practice, it was built after the basis of a modern sport. From this theory, we consider that one of these needs would be related to the desire of players for greater independence and autonomy in their sport practice. This can be seen in the specific characteristics of the modality. We have concluded that beach volleyball is characterized as sport that allows the athlete to administrate his/her own career. The self-management capacity seems to be essential for a good performance in beach volleyball. The players administrate their careers as companies. They do not have contractual binds as in court volleyball. It is thus a structure that provides autonomy and independence to players. Key-word: BEACH VOLLEYBALL HISTORY DEVELOPMENT

CONSIS HISTORIQUE DE BEACH VOLLEYBALL

RÉSUMÉ

Le but de cette étude a été la détermination du trajet de la modalité de Beach Volley, partant de la version récréative du Volley-ball joué aux États Unis jusqu'à son inclusion comme sport officiel des jeux Olympiques. Lors de la description du sport, nous avons priorisé: les événements sportifs et leur répercussion à la presse; les athlètes ayant popularisé le sport et stimulé l'investissement sur la modalité à partir de leurs carrières puisqu'il s'agit d'une pratique associée au public jeune. Nous avons utilisé comme référence théorique Bourdie (1990) qui, inséré dans ce contexte, préconise une façon particulière de comprendre le sport moderne les manifestations composant le phénomène sportif occupent un space de pratiques sociales appelé de domaine et également Elias(1994), qui considère le surgissement du sport moderne associé au processus de civilisation occidental, déclencheur d'une série de transformations des moeurs et des habitudes des individus. Bien qu'il soit originaire du Volley-ball, le Beach Volley s'est développé avec des caractéristiques particulières. Joué deux à deux, avec des règles et de demandes physiques distinctes à cause du local où on le pratique, il s'est construit à partir des bases d'un sport moderne. Partant de cette présupposition, nous considérons que l'une de ces necessités serait rapportée au désir même des jouers/joueuses d'avoir plus d'indépendance et d'autonomie lors de leur pratique sportive. Cela peut être vérifiée dans les caractéristiques spécifiques de la modalité. Nous avons conclu que le Beach Volley se caracterise comme um sport qui permet à l'athlète d'administrer sa propre carrière. La capacité d'être son propre gérant semble être essentielle pour une bonne performance au Beach Volley. Les joueurs/joueuses administrent leurs carrières comme des entreprises. Ils ne possèdent aucun lien contractuel, bien comme au Volley-ball. Cela configure ainsi une structure qui proportionne de l'autonomie et de l'indépendance aux joueurs. Mots clé: BEACH VOLLEY - HISTOIRE-DÉVELOPPEMENT

BREVE RESEÑA HISTÓRICA DEL VOLEIBOL DE PLAYA

RESUMEN

El presente estudio tiene el objetivo de trazar el camino transcurrido de la modalidad deportiva del voleibol de playa, desde la versión recreativa del voleibol de cancha en los Estados Unidos hasta la inclusión de la modalidad como deporte oficial en los Juegos Olímpicos. Al describir la evolución del deporte, priorizamos: los eventos deportivos y su repercusión en la media; las atletas que a través de sus carreras promovieron la popularización del deporte y el hecho de que la modalidad haya investido en configurarse como una práctica asociada al público joven. Dentro de este contexto, utilizamos como referencial teórico a Bourdie (1990) que preconiza una forma particular de entender el deporte moderno, en que las manifestaciones que componen el fenómeno deportivo ocupan un espacio en las prácticas sociales llamado de prácticas de campo; y Elias (1994), que considera el surgimiento del deporte moderno como asociado al proceso de civilización occidental, que desencadena una serie de transformaciones en los costumbres y hábitos de los individuos. A pesar de ser oriundo del voleibol de cancha, el voleibol de playa se desarrolló con características propias. Jugado en duplas, con reglas y necesidades físicas diferentes debido al local donde se lo practica, fue estructurado sobre las bases de un deporte moderno. Partiendo de este presupuesto, consideramos que una de esas necesidades estaría relacionada con el propio deseo de los / las jugadores / as de gozar de una mayor independencia y autonomía en su práctica deportiva. La capacidad de auto administrarse parece ser esencial para el buen desempeño en la práctica del voleibol de playa. No poseen un vínculo contractual, como en el voleibol de cancha, configurándose así una estructura que proporciona autonomía e independencia a los jugadores. Palabras-clave: VOLEIBOL DE PLAYA HISTORIA DESARROLLO

BREVE HISTÓRICO DO VÔLEI DE PRAIA

RESUMO

O foco deste estudo foi traçar o percurso da modalidade vôlei de praia, desde a versão recreativa do vôlei de quadra nos Estados Unidos até a inclusão da modalidade como esporte oficial nos jogos Olímpicos. Na descrição da evolução do esporte, priorizamos: os eventos esportivos e sua repercussão na mídia; as atletas que através de suas carreiras promoveram a popularização do esporte e o investimento que a modalidade recebeu por se configurar, como uma prática associada ao público jovem. Inserido neste contexto utilizamos como referencial teórico Bourdie (1990) que preconiza uma forma particular de entender o esporte moderno, as manifestações que compõem o fenômeno esportivo ocupam um espaço de práticas sociais chamado de campo e Elias(1994), que considera o surgimento do esporte moderno associado ao processo de civilização ocidental, desencadeador de uma série de transformações nos costumes e hábitos dos indivíduos. Assim sendo consideramos que os esportes modernos podem ser considerados um microcosmo, ao refletirem as estruturas da sociedade moderna, ou macrocosmo. Apesar de oriundo do vôlei de quadra, o vôlei de praia se desenvolveu com características próprias. Jogado por duplas, com regras e solicitações físicas distintas devido ao local onde é praticado, se construiu a partir das bases de um esporte moderno. Partindo deste pressuposto, consideramos que uma dessas necessidades estaria relacionada ao próprio desejo dos/das jogadores/as de maior independência e autonomia em sua prática esportiva. Isto pode ser verificado em características específicas da modalidade. Concluímos que o vôlei de praia se caracteriza como um esporte que permite ao atleta administrar sua própria carreira. A capacidade de se autogerenciar parece ser essencial para um bom desempenho no vôlei de praia. Os/as jogadores/as administram suas carreiras como empresas. Não possuem um vínculo contratual, como no vôlei de quadra. Configura-se assim uma estrutura que proporciona autonomia e independência aos jogadores. 7

Palavras-chave: VÔLEI DE PRAIA- HISTÓRIA-DESENVOLVIMENTO